

Media Buying Brief

1a) Customer¹ Information

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|---|--------------------------|
| Customer Department/ALB / Organisation: | Capita / British Army |
| Customer contact (tel/email): | [REDACTED] [REDACTED] |
| Policy area: | |
| Specific campaign: | Belonging 2019 |

1b) Communications Strategy

Outline of strategic approach:

Creatively, in-a-nutshell, how 2019 evolves from 2017-18:

- **2017:** Show the benefit of belonging ->
- **2018:** Make the benefit of belonging feel personally attainable.
- **2019:** Because of belonging someone like me can do something that matters (STM)

To join, recruits must believe 2 things:

1. **There's a benefit** - an army career can benefit them as an individual.
2. **It's attainable** – someone like me could join the Army and have that benefit.

In 2017, we landed the ownable benefit, and delivered hard results across all streams. In 2018 we evolved this to make belonging feel more attainable to more people. This year we need to work harder to show what belonging in the Army can offer an individual today.

The audience are a fiercely driven generation, looking for a job that enables them to make a difference – driven by a fundamental human need to feel like what we do matters. But in today's job market, the explosion of low wage service jobs in recent years have left many feeling stuck in

¹ For the purposes of this document the term 'customer' refers to the client

unappealing, unstable, unsatisfying jobs of seemingly meaningless tasks.

While employment levels are high, the ability to do something that feels like it really matters is a rare privilege for the few.

There's a clear opportunity for the Army within this as a democratiser of opportunity for a generation that might feel they have been short changed, offering everyone the opportunity to do something that really matters – to them, to others around them, to the country, and to the world.

We will aim to do this in media by making Army reality visible, familiar and personally attainable – through communications pillars of **Reach, Relevance and Response**.

- **Reach** targeting key regions and audiences for recruitment - ensuring as many people as possible know that the Army is recruiting
- **Relevance** making the Army relatable for potential recruits and their gatekeepers
- **Response** seek to convert them in to applicants through 'harvesting' media and CTAs

Our x6 comms principles for implementational media haven't changed:

1. **Always on.** Our audience are connected and never switch off, neither should we.
2. **Ubiquitous.** Ensuring we achieve wide but effective R&F to drive inspiration and action at scale
3. **Integrated.** Audience moves seamlessly between devices and media; we must ensure no dead ends to create a coherent experience
4. **Media & Creative.** Working together to build optimal messaging, right audience, place, time
5. **PR & Media in tandem.** Creating media exposure that is bigger than the sum of its parts

| | <p>6. Long Term. Ween ourselves off prioritizing solely short term media to drive LT brand growth</p> <p>Our implementational media should be viewed as an inter-connected system which leaves no dead ends.</p> <p>We should be able to enhance the effectiveness of our media by ensuring that each channel does not operate on its own and is linked, supported or in concert with other channels.</p> <p>This should be driven both by Econometrics findings as well as a consideration of how the audience consumes media.</p> | | | | | | | | | | | | | | | | | | |
|--|---|---------------|---------|----------|-------------|-------|-------|-------------|-------|-------|-------------|-----|-----|-------------|-----|-----|--------------|---------------|---------------|
| <p>Objective: what is the main thing you want to achieve? (& is there a tangible KPI you are tracking?)</p> | <ul style="list-style-type: none"> • Awareness that the Army is recruiting. • Consideration of Army careers amongst core target groups (Reg & Res), but also amongst target groups of BAME and Female recruits. <p>Primary Objective: Delivery of monthly application targets across all streams as below.</p> <table border="1" data-bbox="906 1118 1330 1484"> <thead> <tr> <th>Stream</th><th>January</th><th>February</th></tr> </thead> <tbody> <tr> <td>Reg Soldier</td><td>6,804</td><td>6,796</td></tr> <tr> <td>Res Soldier</td><td>2,743</td><td>3,581</td></tr> <tr> <td>Reg Officer</td><td>804</td><td>686</td></tr> <tr> <td>Res Officer</td><td>417</td><td>463</td></tr> <tr> <td>TOTAL</td><td>10,768</td><td>11,526</td></tr> </tbody> </table> | Stream | January | February | Reg Soldier | 6,804 | 6,796 | Res Soldier | 2,743 | 3,581 | Reg Officer | 804 | 686 | Res Officer | 417 | 463 | TOTAL | 10,768 | 11,526 |
| Stream | January | February | | | | | | | | | | | | | | | | | |
| Reg Soldier | 6,804 | 6,796 | | | | | | | | | | | | | | | | | |
| Res Soldier | 2,743 | 3,581 | | | | | | | | | | | | | | | | | |
| Reg Officer | 804 | 686 | | | | | | | | | | | | | | | | | |
| Res Officer | 417 | 463 | | | | | | | | | | | | | | | | | |
| TOTAL | 10,768 | 11,526 | | | | | | | | | | | | | | | | | |
| <p>Is this activity designed to prompt behaviour change? If so describe the behaviour change required:</p> | <p>Drive an increase in applications by showing potential candidates that they can have a career with the Army and do something that really matters.</p> | | | | | | | | | | | | | | | | | | |
| <p>Please describe the creative approach (e.g. creative brief/strategy, or finished creative)</p> | <p>Your army needs you</p> <p>Creatively this campaign shows how the army sees this generation differently. Whilst some have written this generation of young people off, as:</p> <ul style="list-style-type: none"> • Snowflakes, self-obsessed, class clowns, binge gamers, and day dreamers. <p>The army recognises what they have to offer – and sees them instead as:</p> | | | | | | | | | | | | | | | | | | |

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| | <ul style="list-style-type: none"> • Compassionate, confident, spirited, driven, and purposeful. <p>All this potential is exactly what the army needs to make a difference around the world, hence our campaign line:</p> <p>Your army needs you</p> |
|--|--|

1c) Budget & Timings

| | |
|--|---|
| Total Customer media budget Exc VAT | January-February: [REDACTED] |
| Briefing issue date: | 05/11/2018 |
| Campaign timings: (please state whether different media channels launch at the same time or have specific timing plans) | <p>January – February phasing of media</p> <p>**OOH is a separate brief being worked on already**</p> <p>1st – Search (always on)</p> <p>3rd – LAUNCH – OOH + Social + PR</p> <p>4th – TV & VOD kick off (PM) – plus targeted Spotify/ digital audio</p> <p>5th – Display starts – prospecting using B-roll or OOH creative – retargeting with DCO ideally to correspond to the individuals' behaviour/ barriers/ drivers</p> <p>6th – up-weight where possible across channels for first Sunday blues</p> <p>7th – Radio – national airtime</p> <p>13th – potential continuation of OOH</p> |

1d) Channel Investment Summary

| | | |
|--|--------------------------------|--|
| Digital online display | January – February: [REDACTED] | Jan: Regular: [REDACTED] Reserve: [REDACTED] |
| Digital biddable media (e.g. Search, youtube, social, GDN) | January – February: [REDACTED] | Jan: Search Regular: [REDACTED] Search Reserve: [REDACTED] |

| | | |
|---------------------------|---------------------------------------|--|
| | | Feb: Search Regular: [REDACTED] Search Reserve: [REDACTED] |
| | | Social Regular: [REDACTED] Social Reserve: [REDACTED] |
| AV (e.g. TV, VOD, Cinema) | TV: [REDACTED] VOD: [REDACTED] | TV: Jan: [REDACTED] Feb: [REDACTED] |
| Audio | Audio Jan-Feb: [REDACTED] | VOD Headline Jan: [REDACTED] Feb: [REDACTED] Audio Jan: [REDACTED] Regular & Reserve [REDACTED] Officer [REDACTED] Audio Feb: [REDACTED] Regular & Reserve [REDACTED] Officer [REDACTED] |

1e) Other Details

| | |
|---|--|
| Regionality / or International | UK-wide |
| Restrictions (e.g. regional exclusions, daypart, partnerships in place) | Normal restrictions apply to Northern Ireland, plans to be approved by [REDACTED] |
| Assets available (e.g. creative, website or leaflets, etc.) | Launch of new creative for 2019 – formats to be recommended to and agreed by Karmarama ASAP |

1f) Contacts

| | |
|---|---|
| Comms planning agency: | MediaCom London |
| Comms planner: | [REDACTED] |
| Creative agency: | Karmarama |
| Creative planner: | [REDACTED] |
| Other agency contacts (PR, Digital etc): | [REDACTED] (33) |
| Technical contact (website tagging, etc): | [REDACTED] @ Karma/ [REDACTED] (Capita) |

2) Target Audience

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| Audience insight | <p>16-24, primarily C2DE.</p> <p>Our regular soldiers are young and connected. They live for their phones and social media forms a significant part of their media day. We therefore should account for 'continuous partial attention' and ensure our campaign touchpoints are well-linked.</p> <p>High indexing media include social, mobile, cinema. Not heavy live linear TV viewers. They're less likely to listen to traditional radio but stream music or listen digitally.</p> <p>High indexing interests include sports, music, fashion, socialising with friends of similar age, and they don't consider themselves good with money, but they like taking risks and being adventurous.</p> <p>Key lifestyle themes across all soldier streams from TGI work to date include the below:</p> <ul style="list-style-type: none"> - Open to change - Ambitious and money-driven, but not good at money management - Thirst for variety and risk - Highly likely to be influenced by those around them, we cannot speak solely to our core audience, we must reach out to gatekeepers and peer groups - Core audience interests include music and gaming <p>Recommended GeoViewer Filters: MOSAIC Group M - Family basics (M55) and Group O - Municipal Challenge (O62).</p> |
| Buying audience required (Please note that it may not be possible to specifically buy desired audience so we will find the most relevant proxy) | <p>Regular: 16-24 C2DE.</p> <p>Please note we have identified that the above Mosaic groups are the "Public Sector" version from Experian. Please confirm if this is suitable or if you will require another version of codes, which we do have.</p> |

Digital Media briefing form (Display and Biddable)

| Digital Campaign Summary | | | |
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| Role of the digital channels (e.g. outputs or outcomes): | Online Display | Search | Social |
| | Channel role is to reinforce to the MTA that the Army is | Role of channel is to harvest the interest generated by other | Channel role is to reinforce to the MTA that the Army is |

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| | <p>recruiting using relevant messaging to encourage action and link up with our ATL campaign.</p> <p>Push users to landing pages to find out more or apply.</p> <p>Econometrics has shown dig display to be most effective when deployed alongside higher reach media, therefore we must use display to create connections to other channels, helping to maintain awareness and harvest interest.</p> <p>Ultimately display will have a two-tiered approach, prospecting and retargeting to conversion.</p> <p>Prospecting should achieve a high reach amongst our target audience.</p> <p>B-Roll footage from the TV ad will be available for either prospecting or retargeting. We want to create synergy between display and TV ensuring that</p> | <p>media and provide an easy and relevant route to information/application.</p> <p>Audiences to be targeted by search term, geography, campaign – ideally having tailored landing pages for maximum effect.</p> <p>Search should be synced with the shows that we are launching in for TV, we should account for larger search volumes during this time.</p> | <p>recruiting using relevant messaging to encourage action and link up with our ATL campaign. At launch we will be using the OOH creative to hopefully provoke conversation, reaction and sharing.</p> <p>Pre-7pm we should look to run the OOH creatives, post-7pm, we should push available B-roll in order to tie in with AV viewing.</p> <p>Please ensure activity is tied to OOH where possible – to retarget those that we believe have been exposed to the OOH creative.</p> <p>Drive to website for static formats (link post on FB for example), registration page for more hard-hitting response based messaging.</p> <p>Focus on our core MTA at first to gain traction and advocacy, then open out more broadly – this will create a stronger message of Belonging/inclusivity.</p> |
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| | <p>we're reaching the same audience.</p> <p>Initial results of an A/B test to help clarify the efficiency of the B-Roll footage show lower CPC but higher CPA.</p> <p>Rich media formats have proved successful for brand metrics in previous campaigns.</p> <p>Carat have previously tested [REDACTED] for dynamic creative optimisation, although we aren't wedded to this supplier there have been a lot of teething issues with getting the test up and running. DCO platform to be agreed ([REDACTED] has been leading this) and then confirmed by [REDACTED].</p> | | <p>Social retargeting should run to drive through to registration page to capitalise on increase in short-term interest.</p> <p>As with Search and Display, Social should be synced with the biggest TV shows that we are launching in and should account for upweights during the launch weekend, especially on the Saturday and Sunday 5th and 6th of Jan when the 'January Blues' are setting in.</p> |
| Campaign history | Has run before: | Has run before: | Has run before: |
| Versions of website | Desktop: | Mobile: | |
| Destination URL(s) | Website URL: Capita to confirm Facebook page URL: | YouTube Channel: Twitter handle | |

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| | <p>Linked in page URL: Other URL (tumblr etc):</p> <p>PLEASE ENSURE ALL DIGITAL ASSETS ARE TAGGED SUFFICIENTLY FOR TRACKING PURPOSES</p> |
| Budgets & Timings | |
| Total digital online display customer budget - stipulate (incl. VAT) or (exc. VAT) | <p>Online Display: Jan 5th – 28th Feb Total: [REDACTED]</p> <p>Jan Regular: [REDACTED] Reserve: [REDACTED]</p> <p>Feb Regular: [REDACTED] Reserve: [REDACTED]</p> |
| | <p>Biddable (Social) Jan 5th – 28th Feb Total: [REDACTED]</p> <p>Jan Regular: [REDACTED] Reserve: [REDACTED]</p> <p>Feb Regular: [REDACTED] Reserve: [REDACTED]</p> |
| | <p>Biddable (Search) Jan 1st – 28th Feb Total: [REDACTED]</p> <p>Jan Regular: [REDACTED] Reserve: [REDACTED]</p> |

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|--|--|-----------------|----------|-----------|--------|------------|-----------------|----------------|--|--|
| | <p>Feb</p> <p>Regular: [REDACTED]</p> <p>Reserve: [REDACTED]</p> | | | | | | | | | |
| Targeting | | | | | | | | | | |
| <p>Target demographics (Be as specific as possible in order to satisfy the varying targeting capabilities of the digital media owners – e.g. Age, Sex, Demographics, lifestyle, interests, career type, etc):</p> | <p>16-24, primarily C2DE.</p> <p>Our regular soldiers are young and connected. They live for their phones and social media forms a huge part of their media day.</p> <p>High indexing media channels include social, mobile, cinema. Not heavy TV viewers. They're less likely to listen to traditional radio but stream music or listen digitally.</p> <p>High indexing interests include sports, music, fashion, socialising with friends of similar age, and they don't consider themselves good with money, but they like taking risks and being adventurous.</p> <p>Please refer to the "creative approach" which outlines some of the key barriers and insights to our audience's mindset.</p> <p>Key lifestyle themes across all soldier streams from TGI work to date include the below:</p> <ul style="list-style-type: none"> - Open to change - Ambitious and money-driven, but not good at money management - Thirst for variety and risk - Highly likely to be influenced by those around them, we cannot speak solely to our core audience, we must reach out to gatekeepers and peer groups - Core audience interests include music and gaming <p>Recommended GeoViewer Filters: MOSAIC Group M - Family basics (M55) and Group O - Municipal Challenge (O62).</p> | | | | | | | | | |
| Geographical | <table border="1" data-bbox="622 1599 1489 1724"> <tr> <td data-bbox="622 1599 806 1641">UK: YES</td><td data-bbox="806 1599 1133 1641">England:</td><td data-bbox="1133 1599 1489 1641">Scotland:</td></tr> <tr> <td data-bbox="622 1641 806 1684">Wales:</td><td data-bbox="806 1641 1133 1684">N Ireland:</td><td data-bbox="1133 1641 1489 1684">Other Regional:</td></tr> <tr> <td data-bbox="622 1684 806 1724">International:</td><td data-bbox="806 1684 1133 1724"></td><td data-bbox="1133 1684 1489 1724"></td></tr> </table> | UK: YES | England: | Scotland: | Wales: | N Ireland: | Other Regional: | International: | | |
| UK: YES | England: | Scotland: | | | | | | | | |
| Wales: | N Ireland: | Other Regional: | | | | | | | | |
| International: | | | | | | | | | | |
| Detailed local information | <p>Focus locations for geo-targeted media as below.</p> <p>Primary:</p> <p>Newcastle, Sunderland, Middlesbrough, Glasgow, Liverpool, Leeds, Cardiff, Sheffield, Bradford, London, Birmingham, Manchester.</p> <p>Secondary:</p> | | | | | | | | | |

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| | Leicester, Stirling, Dundee, Blackpool, Hull, Scunthorpe, Nottingham, Stoke, Swansea, Bournemouth, Plymouth, Southampton. | |
| Search networks | Google: Joint Marketplace (Bing): | |
| Display networks | Govt Trading Desk: Primary focus for conversion | Site Targeting: TV sync partner. Geo-targeted mobile to OOH sites, events, and ACCs (see Rhea from Capita) |
| YouTube promoted videos | No: YouTube is not approved | |
| Facebook (CPC/ASUs/Posts) | Yes | No |
| Previous channel learnings and specific requests: | <p><u>Display:</u> Activity should be efficient and traffic driving, creating simple shortcuts between channels and with focus on delivering applications.</p> <p>Results have indicated that the audience respond well to [REDACTED].</p> <p>B-roll creative is available and should be distributed in prospecting, relevant content & online environments through in-read formats.</p> <p><u>Search:</u> Contextual search ads relevant to user search term (use Karmarama messaging matrix, i.e. search about salary is served salary and benefits copy). Dynamic search ads to be implemented, using areas of focus from Capita to serve details of nearest local ACC. Keywords and Ad Copy should be reviewed based on learnings from the PCA.</p> <p>We should take advantage of search format developments with the use of images to dominate as much space as possible.</p> <p><u>Social:</u> For the launch, we should be looking to drive 1+ reach to ensure that as many of the MTA has seen the OOH creative as possible. It lends itself well to full screen mobile ads.</p> <p>Role varies by strategy strand.</p> <p>Reach: FB, SC, IG, TW – impactful formats (and 2:1 vertical video/animation) to cut-through and create awareness.</p> | |

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| | <p>Relevance: Extend engagement of campaign, through conversation and keyword targeting. Utilising visual animations being produced by creative agency to deepen connection with audience and drive consideration. Social TV sync. Candidate channels FB & TW.</p> <p>Response:</p> <p>Sequentially messaging most engagement users, to encourage to apply, candidate channels FB & TW.</p> | | |
| What does TouchPoints suggest for the deployment of messaging via Online, mobile and VOD (e.g. relevant mood/location/secondary activity)? | <p>[REDACTED] indexes highly against all our audiences – opportunities should be considered here.</p> <p>Often dual-screening or multi-tasking.</p> | | |
| KPI's, Measurement & Reporting | | | |
| What are we measuring? | Online Display Applications: Registrations: | Search Applications: Sales: | Social Applications: FB & LI Reach: FB, SC, IG Engagement: TW, FB, IG |
| Key performance indicators | Target CPA: Conversion stand Viewable Reach: Awareness strand | Target CPA: Target CPC: | Social: Depending upon strategy strand. - Reach - Engagement - Applications |
| Prior performance (Please share any specific CPA's achieved for display and biddable activity) | Display: Cara to advise | PPC: Cara to advise | Paid Social: Cara to advise |
| Required performance reporting frequency: | Fortnightly / Monthly / End of campaign / Other - Weekly | | |
| Tracking | | | |
| Is it possible to add third-party tags to your website? If so, please detail type of tag. (Customer to confirm. Provide contact please) (na for mobile) | <p>Yes. Capita to confirm process ([REDACTED])</p> <p>PLEASE ENSURE ALL DIGITAL ASSETS ARE TAGGED SUFFICIENTLY FOR TRACKING PURPOSES</p> | | |
| 3rd Party tracking | DoubleClick/DART Omniture | Speedtrap/SAS Adobe Analytics | Webtrends Other (pls specify) |

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| <p>Do you require your Google analytics account (if applicable) to sync with Google PPC? (Customer to confirm) (n/a for mobile)</p> | |
| <p>Retargeting strategy</p> | <p>To be agreed between MG OMD and MCUK – pages and creative TBC (DCO?)</p> <p>Re-targeting optimisations to be made vs. applications.</p> <p>Consideration of cross device usage, how can we effectively re-target users without over-exposing, we should also utilise the benefits of search retargeting for all appropriate channels.</p> |
| <p>Digital Creative</p> | |
| <p>Brief description of work, whether including brand/campaign proposition, and any mandatory requirements:</p> | <p>Karmarama to advise</p> <p>Static formats to be rationale conversion driving creative, currently producing</p> <p>29x Regular Soldier executions</p> <p>23 x Reserve Soldier executions</p> <p>All executions delivered as:</p> <p>300x250</p> <p>728x90</p> <p>160x600</p> <p>120x600</p> <p>300x600</p> <p>970x250</p> <p>320x50</p> <p>MGOMD to advise on further required formats and specs ASAP (at latest by point of plan completion)</p> |
| <p>Are there any daypart, day of week or editorial environment recommendations or restrictions?</p> | <p>Previous learnings show [REDACTED] best for conversion, so this should be the focus of response activity.</p> <p>Awareness-led activity should be optimised around when our audience interacts with media.</p> |

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| | Mobile first approach should be adopted, consider use of mobile display specialists such as Mapp, Weve, Mobkoi, Mobsta as well as apps such as Teamer for contextual relevance. |
| Please specify number of formats for paid social activity. | <p>KARMARAMA TO CONFIRM</p> <p>Formats in STATIC and SUBTLE MOTION</p> <p>Me Me Me Millennials</p> <p>Phone Zombies</p> <p>Class Clowns</p> <p>Binge Gamers</p> <p>Snowflakes</p> <p>Selfie Addicts</p> <p>B-Roll</p> <ul style="list-style-type: none"> - Karmarama to confirm avails |
| Youtube – Do you wish to deliver a click through or just views (Please provide URL of YouTube channel. You will need to send URL of ad that you wish to promote 3 working days prior to live date) | N/A |
| What specific channel tests are in place, and how will they be measured? | Conversion tracking – Adobe Analytics Econometrics media effectiveness Army Jigsaw brand tracking |
| Trafficking details | No of formats: TBC based on plan No of creative iterations: Rotation detail: Delivery date of each rotation |
| Keywords & Ad Copy | |
| Keyword considerations (please state if an existing account can be utilised or will a new build be required?) | Existing: (please provide a contact to receive a list of keywords and ad copy) Karmarama and 33 were working on master messaging matrix which should be shared. MGOMD to assess existing asset bank. |
| Any search Call to action(s) | Find out more. |

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| | Apply now. | | | | |
| Ad types | Text: | Image: | Video: | | |
| | Text to call: MGOMD to advise on best format based on previous learnings and campaign KPIs. | | | | |
| Ad copy/assets supplied | Yes | No | To Follow | | |
| Ad copy considerations/call to action (Does ad copy need to be refreshed or are there any new messages you would like to promote. Please provide these messages if they are known) | No | | | | |
| Keyword and ad copy approval | [REDACTED] (Capita) | | | | |
| Clash management | | | | | |
| Are you aware of any keyword clashes with other campaigns? | Yes | | | | |
| | No | | | | |
| If yes, what is the campaign in question? | Navy and RAF, MG OMD to manage. Also de-conflict with 33 tactical campaigns, contact is [REDACTED]. | | | | |
| Are the clashing or negative keywords critical to your campaign audience? If so, why? | | | | | |
| Website | | | | | |
| Who controls the site(s)? (include name, state if contact for tagging is different) | Creative agency Other - Capita | | | | |
| Contact name | [REDACTED] [REDACTED] | Customer | Analytics agency | | |
| Email | [REDACTED] [REDACTED] | | | | |
| Contact details | | | | | |
| Do you have a container tag? | | | | | |
| Do you need any changes to the DFA spotlight tags or new spotlights added? | Yes | | | | |
| | No | | | | |
| If they can, what are the turnaround times? | | | | | |
| Additional Digital Information | | | | | |

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|--|-------------------|------------|-----------------|
| Please provide facebook URL and Twitter Handle | | | |
| Please provide contacts that can approve admin access in order to implement promoted posts/tweets | | | |
| Specify the role for media owner partnerships (please specify link with other channels where appropriate): | | | |
| SEO | | | |
| Who manages SEO? | In House Other | SEO Agency | Creative Agency |
| Contact name | [REDACTED] | | |
| Email | [REDACTED] | | |
| Contact details | | | |

AV channel brief

| Campaign – AV channel specifics | TV | VOD | Cinema |
|--|---|--|--------|
| Role of the channel (e.g. outputs, outcomes). Refer back to 'Objectives and lessons learned' section above: | <p>Primarily to drive awareness that the Army is recruiting and land the new creative, whilst also increasing consideration amongst MTA.</p> <p>All comms must hang off TV, this is our lead media so we must ensure easy and accessible connections to other channels, and synchronise where</p> | <p>The role of VOD will be to extend our TV coverage and provide penetration for the messaging to drive registrations and short-term applications.</p> <p>In this brief we are considering all forms of OLV within VOD; network VOD, broadcast VOD.</p> <p>VOD will launch on the same day as TV</p> | n/a |

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| | <p>efficient connections between each can be made (e.g. display/social TV sync, ppc search copy replicating TVC, social keyword targeting around key spots, etc.).</p> <p>TV will launch in the first week after New Year ideally on the evening of 4th January and build reach over Saturday – Sunday. We want to launch in programmes that have shared viewing and moments of belonging.</p> | <p>on 4th Jan, we want to drive a high reach on the launch weekend of 4-6th Jan. Things such as CoverPlus on ITV and Surge on 4OD should be used to bolster our share of voice over the first weekend and cut through the noise.</p> | |
| AV requirements / formats: | <p>Trolley Wally 60"</p> <p>Trolley Wally 40"</p> <p>Trolley Wally 30"</p> <p>Trolley Wally 20"</p> <p>Gamer 30"</p> <p>Gamer 20"</p> <p>Bubblewrap 30"</p> <p>Bubblewrap 20"</p> | <p>Trolley Wally 60"</p> <p>Trolley Wally 40"</p> <p>Trolley Wally 30"</p> <p>Trolley Wally 20"</p> <p>Gamer 30"</p> <p>Gamer 20"</p> <p>Bubblewrap 30"</p> <p>Bubblewrap 20"</p> | |
| Total AV Customer budget - stipulate (incl. VAT) or (exc. VAT) | <p>Jan TV = [REDACTED]</p> <p>Feb TV = [REDACTED]</p> <p>Jan VOD = [REDACTED]</p> <p>Feb VOD = [REDACTED]</p> | | |
| Targeting | | | |
| Audiences to report against: (specify if campaign audience, target group or | <p>TV should continue to perform our “headline” role, targeting a broad audience – 16-24 year olds and gatekeepers (parents, grandparents, teachers etc.)</p> | | |

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| buying audience 'BARB'/'FAME'/'comScore') | Reporting audience: Ads 16 – 24. |
| Regionality (please specify including any exclusions and whether regional creative may be produced) | National |
| Previous channel learnings: | Econometrics shows that TV helps augment the effectiveness of digital display activity when run in tandem, suggest implementing sync measures |
| Deployment of messaging via this channel (eg relevant mood/location/secondary activity)? | [REDACTED] is strong for website conversion, we should upweight ratings in [REDACTED] to raise awareness over the [REDACTED]. This should be done without compromising our high impact spots on [REDACTED]. For the launch weekend we want to achieve a high reach on Saturday and Sunday in peak spots. |
| Are there any daypart, day of week or editorial environment recommendations or restrictions? | We should prioritise achieving reach and then effective frequency with our budgets. In terms of campaign shape, please endeavour to build maximum reach and then sustain the campaign accordingly to build frequency. [REDACTED] has proven effective. Please note effective frequency recommendations below. Given the creative message, we should place our hero spots around key moments of belonging for our audience such as sports, dating, reality TV, etc. |
| Will ethnic airtime be required? | No |
| Measurement | |
| Required targets and measurables (detail outputs from outcomes, e.g. number of TVRs achieved vs. target, number of responses, or level of awareness or specific behaviour change that this channel can be attributed to): | MediaCom frequency calculator has suggested the effective frequency of this campaign is 3 to 4, with optimum monthly OTS, accounting for decay, being 5.9. (MG OMD to advise if realistic within budget). |
| What is the copy response mechanism? | Karmarama to confirm CTA: Find Where You Belong...search 'Army Jobs' |

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| What specific channel tests are in place, and how will they be measured? | Econometrics Jigsaw brand tracker |
| Creative, copy, format, production | |
| Creative materials (e.g. copy scripts or videos/.mpeg): | Available from [REDACTED] at Karmarama |
| Copy lengths, rotation ratios and phasing/timing/weighting of activity: | Lead with 60" spot, then transition to frequency building spot lengths ASAP Trolley Wally 60" Trolley Wally 40" Trolley Wally 30" Trolley Wally 20" Gamer 30" Gamer 20" Bubblewrap 30" Bubblewrap 20" |
| Guide for relevant editorial environment: | TV. Given the creative message and the audience, we should place our spots around moments that will prompt engagement from our audience such as cult shows (e.g. comedy, sports, dating, reality TV, etc.) where they are likely to comment or interact digitally and we can subsequently message them |
| Is anything mandatory, or are there any specifics (e.g. programming/station or region)? | If we can identify any Army-specific aspirational programming we should capitalise on this (C5 Raw Recruits, SAS Are You Tough Enough etc.) |

Radio channel brief

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| Campaign – Radio channel specifics | |
| Role of the channel (e.g. outputs, outcomes). Refer back to the ‘Objectives and lessons learned section above: | Audio is tasked with operating across all areas of the journey. It should make people aware that the Army is recruiting as well as drive those who are interested towards registration/application. |

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| | <p>Historically a big driver of total interest we can use the STM messaging to engage the audience as well as convert.</p> <p>Digital audio will launch on 4th January in line with TV and VOD. Linear radio will launch on 7th January.</p> |
| <p>Total radio Customer budget - stipulate (incl. VAT) or (exc. VAT)</p> | <p>Jan: [REDACTED] Regular & Reserve [REDACTED] Officer [REDACTED]</p> <p>Feb: [REDACTED] Regular & Reserve [REDACTED] Officer [REDACTED]</p> |
| <p>Targeting</p> | |
| <p>Audiences to report against (specify if campaign audience, target group or planning/buying audience 'RAJAR'):</p> | <p>Like TV, Radio should continue to perform our “headline” role, targeting a broad audience – 16-24 year olds and gatekeepers. Reporting audience: Ads 16 – 24.</p> <p>Within digital audio, as with VOD, we should explore opportunities to build interest and motivation segments such as those highlighted in the introduction – sports, music, fashion, action, adventure, gaming. Contextual relevance of creative should be considered, placement around themes of feminism, equality, gender, race, religion, etc.</p> <p>We want to see digital audio considered as a channel to take advantage of the granular targeting capabilities especially for Spotify.</p> <p>During the launch weekend we would like to see formats considered that would dominate share of voice over the Saturday and Sunday, takeovers on Spotify would be a good example.</p> |
| <p>Target Regionality</p> | <p>Primary Newcastle Upon Tyne, Sunderland, Middlesbrough, Glasgow, Liverpool/St Helens, Leeds, Cardiff/Pontypridd/Caerphilly, Sheffield, Bradford, London, Birmingham, Manchester</p> <p>Secondary Leicester, Stirling/Dunfermline, Dundee, Blackpool, Hull, Scunthorpe, Nottingham, Stoke on Trent, Swansea, Bournemouth, Plymouth, Swansea, Southampton, Blackpool</p> |

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| Previous channel learnings: | Historically a strong provider of long-term interest but this has been shortening. Spot buys for conversion. |
| What does TouchPoints suggest for the deployment of messaging via this channel (eg relevant mood/location/secondary activity)? | Breakfast and drive key to covering off gatekeeper audience. |
| Are there any daypart, day of week or editorial environment recommendations or restrictions? | Site traffic and conversation rate peaks earlier in the week. Target moments of solo listening, strengthening the themes of This is Belonging, Spotify can build custom playlist and moments targeting which we should utilise. This could include gym/ workout playlists or indeed targeting the MTA during commuter hours. Sponsored Sessions would be an opportunity for e.g. listening ahead of going out. |
| Is anything mandatory, or are there any specifics (e.g. station or region)? | |
| Measurement | |
| Required targets and measurables (detail outputs from outcomes, e.g. number of responses, or level of awareness or specific behaviour change that this channel can be attributed to): | <ol style="list-style-type: none"> 1. R&F vs. TA 2. Registrations/ applications |
| What specific channel tests are in place, and how will they be measured? | Econometrics Adobe – tracking TBC Jigsaw brand tracker |
| What data is required for ongoing optimisation, and in what format? | |
| Creative, copy, format, production | |
| Creative materials (e.g. copy scripts or audio): | Karmarama to provide |
| Can you provide information regarding the tone of messaging: | Karmarama to provide scripts |
| Copy lengths, rotation ratios and timing/weighting of activity: | KARMARAMA TO CONFIRM 30" & 20" headline |

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| What is the copy response mechanism (e.g. telephone number, specific website or mailing address)? | Search Army Jobs |
| Is there any community specific messaging? | No |
| Additional radio specific information | |
| Is anything mandatory, or are there any specifics (e.g. station or region)? | <p>Include digital radio/DAX/Spotify</p> <p>Spotify can include AV formats if recommended</p> <p>Podcasts are low reach but high impact for the audience, please consider Acast</p> |